

Order / Rev: 701570
 Alt Order #: 06246970
 Flight Dates: 09/18/12 - 10/08/12

Advertiser: House Majority PAC
 Product Desc: House Majority PAC
 Estimate: 1498

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
COMMENTS APPLY TO SUB LINES A THRU B CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$100.00		0.00			
E 6	WKYC	09/18/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
COMMENTS APPLY TO SUB LINES A THRU B ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$800.00		0.00			
E 7	WKYC	09/18/12	09/21/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
COMMENTS APPLY TO SUB LINES A THRU B CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					1	\$300.00		0.00			
E 8	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
COMMENTS APPLY TO SUB LINES A THRU B CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					1	\$850.00		0.00			
E 9	WKYC	09/18/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
COMMENTS APPLY TO SUB LINES A THRU B DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					2	\$1,400.00		0.00			
E 10	WKYC	09/18/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					1	\$2,500.00		0.00			
E 11	WKYC	09/25/12	09/27/12	M-F 730-8p Entertainment Tonight	CM	730-8p	- TWT - - -	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	- TWT - - -					1	\$1,800.00		0.00			
E 12	WKYC	09/18/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
COMMENTS APPLY TO SUB LINES A THRU B TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF - -					1	\$800.00		0.00			
E 14	WKYC	09/22/12	09/23/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - SS					1	\$2,500.00		0.00			
E 17	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	- - - - - S	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
CH3 NOON NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S					1	\$800.00		0.00			
E 18	WKYC	09/23/12	09/23/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	- - - - - S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH3 NEWS SUN @ 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- - - - - S					1	\$1,800.00		0.00			
E 19	WKYC	09/30/12	10/07/12	Sun Prime 1st Half Sunday Prime 1st half	CM	6:57p-9p (7:00 PM-8:00 PM)	- - - - - S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WKYC	09/30/12	10/07/12	Sun Prime 1st Half Sunday Prime 1st half	CM	6:57p-9p (7:00 PM-8:00 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -----S 1 \$4,500.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 NKYC 09/24/12-09/30/12 Sun Prime 1st Half 6:57p-9p (7:00 PM-8:00 P-----Su :30 (\$4,500.00) 0.00 NM See MG 19.3,19.4 [Prgm Change] nfl															
3 NKYC 09/30/12-09/30/12 Golf Ryder Cup 7A-6PM (12:00 PM-6:00 P-----Su :30 (\$800.00) 0.00 NM Ⓜ Credited															
4 NKYC 09/23/12-09/23/12 Football Night in America Various -----Su :30 \$4,500.00 0.00 NM Ⓜ MG for 17.2,19.1															
Week: 10/01/12 10/07/12 -----S 1 \$4,500.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 NKYC 10/01/12-10/07/12 Sun Prime 1st Half 6:57p-9p (7:00 PM-8:00 P-----Su :30 (\$4,500.00) 0.00 NM Credited															
N 23	WKYC	09/25/12	09/27/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-TWT---	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 3 \$800.00 0.00															
N 24	WKYC	09/25/12	09/27/12	Early Today Early Today	CM	4a-430a	-TWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 4 \$100.00 0.00															
N 25	WKYC	09/25/12	09/27/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWT---	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 4 \$800.00 0.00															
N 26	WKYC	09/25/12	09/27/12	M-F 430a-5a 430a News	CM	430a-5a	-TWT---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 1 \$300.00 0.00															
N 27	WKYC	09/25/12	09/27/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-TWT---	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 3 \$850.00 0.00															
N 28	WKYC	09/25/12	09/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWT---	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 4 \$1,400.00 0.00															
N 29	WKYC	09/25/12	09/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWT---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 1 \$2,500.00 0.00															
N 30	WKYC	09/25/12	09/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWT---	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 -TWT--- 5 \$800.00 0.00															
													Totals	42	\$43,400.00